

CODED/NON-CODED PROGRAM AUDIENCE MEASUREMENT SYSTEM

ABSTRACT OF THE DISCLOSURE

1 An audience measurement system identifies a
2 program which is broadcast from a signal source and to
3 which a receiver is tuned. The audience measurement
4 system includes a code reader for reading an ancillary
5 code of the program to which the receiver is tuned, a
6 channel status detector for determining channel status
7 relating to channels to which the receiver is tuned, a
8 memory for storing ancillary codes read by the code
9 reading means and for storing channel status determined
10 by the channel status determining means if ancillary
11 codes are not readable by the code reading means, and a
12 communicator for communicating the ancillary code
13 and/or the channel status to a central office computer.